

Amembal and Odessa Release Sales Products to Sell Leasing

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Philadelphia, PA -Odessa Technologies, Inc. and Amembal & Associates, in joint venture, announced the release of a suite of software products aimed at the sales force of leasing companies. After identifying a clear lack of specialized products catering specifically to the sales needs of the leasing industry, the companies have joined forces to address these needs. The sales suite of products, called "Leasedream," will allow salespersons to sell leasing using an entire array of analytical tools. Each component of the sales suite will address a distinctive sales need and can be used as a stand-alone product. Odessa and A&A plan to market the suite internationally.

Sudhir Amembal, Chairman of A&A and among the best-known and highly regarded leasing personalities in the world, organizes and runs numerous leasing classes and seminars for various governments, private companies and regional associations. In all his experience, Amembal has found "a repeated theme in the concerns that were expressed by sales persons, both in the US and abroad. With so much focus on both pre-sales and after-sales efforts, there's an ironic lack of support for a crucial component: 'during-sales'. When a sales person is trying to justify the benefits of leasing over purchasing, he/she has to often rely on their marketing skills alone." Amembal points out that if using analytical tools which easily and clearly demonstrate the advantages of leasing, sales persons can be equipped with a major advantage. "If I'm a decision-maker debating between leasing and purchasing, I want to see reports and tangible reasons that show me the advantages that leasing has to offer", says Madhu Natarajan, CEO of Odessa Technologies, Inc; 'a compelling marketing-pitch ought to include definitive and easily understood advantages that the leasing-option might have over other alternatives."

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About Sudhir Amembal

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About Odessa Technologies, Inc.

Odessa Technologies, Inc. is a software company exclusively focused on the leasing industry. The company is headquartered in Philadelphia, PA and employs a staff of 250 people. The LeaseWave® suite is a fully Internet-based family of products, providing an end-to-end lease and loan origination and portfolio management solution for equipment leasing and finance, vehicle leasing and finance and fleet management companies. The LeaseWave® suite is specifically engineered, to be configurable and customizable and accommodate even the most complex of business models, as evidenced by its diverse customer base.